

REMARKS/ARGUMENTS:

Claims 1, 5-6, 9, 11-15, 18, 30-31 and 33-54 are pending in this request for continuing examination. As compared to those claims finally rejected in the Office Action dated February 27, 2006, the claims are amended as follows.

Independent claim 1 is amended to recite specific shopping steps of at least one of product viewing, product selection, shopping cart placement and purchase. Neither Wenig nor Yaginuma are seen to disclose, teach or suggest representing such a shopping step as an axis in a visualization, especially where a line corresponding to a shopping session intersects less than all of the axes.

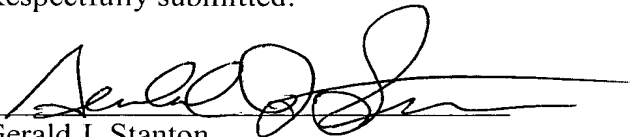
Independent claim 30 is amended to add all elements from claim 1 of issued U.S. Pat. No. 6,996,536 B1, which lists those same inventors as this application and filed on the same day as the present application. Apart from the Summary sections, the written description of U.S. 6,996,536 is substantially identical to that of the present application, and further it is incorporated by reference at page 11, lines 8-11 as amended by an Amendment dated July 18, 2003 (to recite the proper serial number and filing date of US 6,996,536), so no new matter is added. Over and above the elements of US 6,996,536 claim 1, pending claim 30 further recites that the visualization comprises shopping steps and a line that represents at least one of the sessions.

New claim 37 repeats all elements recited in claim 19 of issued U.S. Pat. No. 6,996,536 B1, but differs in that the preamble of pending claim 37 recites that it is directed to a method of doing business on a network. Added dependent claims 38-54 repeat the subject matter of dependent system claims 2-18 of US Pat. 6,996,536, but changed to depend from the pending business method claim 37. Note that a dropout is recited in claim 50. Former business method claims 23-29 are now canceled.

All other amended claims are dependent, and changed for clarity and/or to recite proper antecedent basis given amendments to the independent claims from which those other claims depend.

The Applicants respectfully request the Examiner to review the above claims as amended and added herein, and in light of the comments above and the Patent Office's previous examination of the application that matured into US Pat. No. 6,996,536, to pass all pending claims to issue. The undersigned welcomes the opportunity to discuss via teleconference any matters that the Examiner may deem appropriate for that medium in order to resolve any remaining concerns or questions.

Respectfully submitted:


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April 27, 2006
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

April 27, 2006
Date

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